EXHIBITORS' SHOWMANSHIP MANUAL

"NEVADA SMITH"

A PARAMOUNT PICTURE

'Nevada Smith' Tells of Youth Of 'Carpetbaggers' Character

It doesn't happen very often, but it happens—a character in a motion picture intrigues the fancy of fans to such an extent that they write the producer and beg for more of him.

The producers are more than glad to oblige, since they have a ready-made audience for a forthcoming picture, and that's how so many "sequels" and "Sons of ....." come into being.

This is what happened in the case of the character "Nevada Smith" in Joseph E. Levine's recent screen success "The Carpetbaggers" —with a twist! Instead of wanting to know more about this fascinating character, the public wrote in asking how this intriguing character "*got that way*."

The answer is being provided—not in sequel but in prologue form — in Levine's "Nevada Smith," a Solar Production for release by Paramount Pictures, which opens ..... at the ..... Theatre in color and Panavision. It stars Steve McQueen as "Nevada"; Karl Malden, Brian Keith, Arthur Kennedy and Suzanne Pleshette and co-stars Raf Vallone, Janet Margolin, Howard Da Silva, Pat Hingle and Martin Landau.

For a gripping story as to how "Nevada Smith" got that way, the services of noted screen writer John Michael Hayes were recruited and he set to work on the character, which was created by novelist Harold Robbins for his best-seller and later box-office smash "The Carpetbaggers."

The script was handed to veteran Hollywood hit producer-director Henry Hathaway, working under the executive producership of Levine; the production was given lavish mounting, and the result is some two-and-half hours of top motion picture entertainment in the western genre which is put in a class by many in Hollywood with such important western productions as "High Noon," Gunfight at the OK Corral," "The Magnificent Seven" and "Stagecoach."

While it is a western—and has plenty of hard riding, six-gun smoke and action, action, action to prove it—"Nevada Smith" is also described as a powerful and revealing study of the regeneration of a man — in this case a lone gunslinger out for revenge who is so blinded by this compulsion as to obscure any other motive for living.

Hathaway, who is responsible for the direction of the now-historic "Lives of a Bengal Lancer," which provided such an important milestone for motion picture production thirty years ago, and who also had a hand in the recent "How The West Was Won," gave "Nevada Smith" top production in every department so that the film may be classed in what Hollywood calls "Top A."

'Nevada Smith' Star Sees No Easy Road to Top in Films

Arthur Kennedy, currently starring in Joseph E. Levine's "Nevada Smith," a Paramount Pictures release opening.....at the ..... Theatre, had a perfect opportunity while making the film to prove one of his favorite theories about acting with fellow stars Steve McQueen, Karl Malden, Brian Keith and Suzanne Pleshette.

Kennedy, five times an Academy-Award nominee and one of the most versatile and brilliant actors on the stage and screen, has long maintained that the stage is the best training ground for actors.

His theory was overwhelmingly proved correct by the gifted cast of the Panavision-color production, which was produced and directed by Henry Hathaway. For not only had every star in the film originally come from the theatre, but all of the co-stars, including Raf Vallone, Janet Margolin, Pat Hingle, Howard Da Silva and Martin Landau, had the same starting point in their careers.

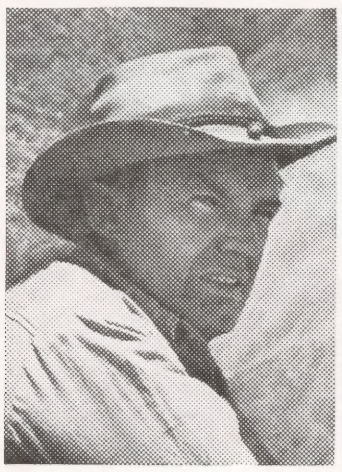
The actor, who plays a cold-blooded killer in the old West in the picture, based on the memorable character created by Harold Robbins in the best seller and hit film, "The Carpetbaggers," is a firm believer in the school-and-stock system of training for acting.

Kennedy came into his own as an actor when he starred on Broadway after World War II in Arthur Miller's "All My Sons." This was followed by two movie roles and then, on Broadway again, his memorable and widely acclaimed performance as Biff in Miller's "Death of a Salesman."

Since that time, he has made innumerable motion pictures, including the ones for which he was nominated for an Oscar, "Champion," "Trial," "Bright Victory," "Peyton Place" and "Some Came Running." For his role of the cynical newspaperman in "Elmer Gantry" he was voted best supporting actor by the Film Daily Poll.

He also has a chance to project his theories at home, since Kennedy's daughter Laurie is now studying drama at Sarah Lawrence College. They are able to talk about acting together, and he feels he can be helpful in guiding her in an acting career.

"Nevada Smith," a Solar Production for which Mr. Levine was executive producer, is from a screenplay based on the Robbins character by John Michael Hayes and a musical score composed and conducted by Alfred Newman.



Still NS-ART 7 *Mat 1E*

Arthur Kennedy shares top casting honors with Steve McQueen, Karl Malden, Brian Keith and Suzanne Pleshette in Joseph E. Levine's "Nevada Smith," a Solar Production opening.....at the ..... Theatre under Paramount Pictures release.

Joseph E. Levine's 'Nevada Smith' Big in Story, Cast and Production

(Production Story)

The fact that the movie western has "grown up" and that powerful and gripping human stories of merit can be told against its shoot-'em-up background, is evidenced in Joseph E. Levine's "Nevada Smith," starring Steve McQueen, Karl Malden, Brian Keith, Arthur Kennedy and Suzanne Pleshette which opens.... at the ..... Theatre in color and Panavision under Paramount Pictures release.

The central figure, a cow country loner named "Nevada Smith," based on the character of that name in the recent success "The Carpetbaggers" created by Harold Robbins, is an unregenerate gunslinger played by McQueen. It is his regeneration, it is claimed by the film's producers, which lifts the picture into the company of such all-time great westerns as "High Noon," "Stagecoach" and "Gunfight at OK Corral."

The film was produced and directed under the executive producership of Mr. Levine by Henry Hathaway, one of Hollywood's most celebrated directors of telling action since his now famous "Lives of a Bengal Lancer" literally turned action motion picture direction into its present course some thirty years ago. Hathaway also directed some of the more exciting sequences in the recent monumental "How the West Was Won." Raf Vallone, Janet Margolin, Howard Da Silva, Pat Hingle and Martin Landau are co-starred in "Nevada Smith" and the story and screenplay, based on the Robbins character, is by John Michael Hayes.

Not that "Nevada Smith" is without its six-guns, hard riding and excitement. Always a stickler for locale, Hathaway took the "Nevada Smith" company into the still pristine Lone Pine, Bishop and Mammoth country of California where he recreated a frontier cow town and gold strike community and in and around it action to suit the taste of the most sanguine western fan has been filmed in abundance. However, it was explained, this action was never permitted to get in the way of the story which, Hathaway insisted, was of prime interest.

"Nevada Smith" is one of those film rarities, a prologue which comes after the main event. It was explained that the character "Nevada Smith" both in Robbins' novel "The Carpetbaggers" and in the motion picture of it presented by Mr. Levine, proved to be one of the most fascinating roles in the picture.

The film is a Solar Production and a Paramount Pictures release providing almost two-and-a-half hours of gripping motion picture entertainment whose story is claimed to be powerful enough to warrant top critical attention of a sort which lifts it away out of its classification as a western.

Still NS-ART 1 *Mat 2B*

A confidence dropped by a fellow-prisoner played by Arthur Kennedy (left) sends Steve McQueen (right) on the manhunt which is said to lift Joseph E. Levine's "Nevada Smith" into the "High Noon" class. Character is based on Harold Robbins' "Carpetbaggers" figure. The Solar Production released by Paramount Pictures, opens ..... at the ..... Theatre.

'Nevada Smith' Taut Western In 'High Noon' Class

Joseph E. Levine's "Nevada Smith," a Solar Production for Paramount Pictures release opening.... at the ..... Theatre, is described as a taut, action-packed western drama directed by the masterful Henry Hathaway and starring a glittering all-star cast, and of "High Noon" stature.

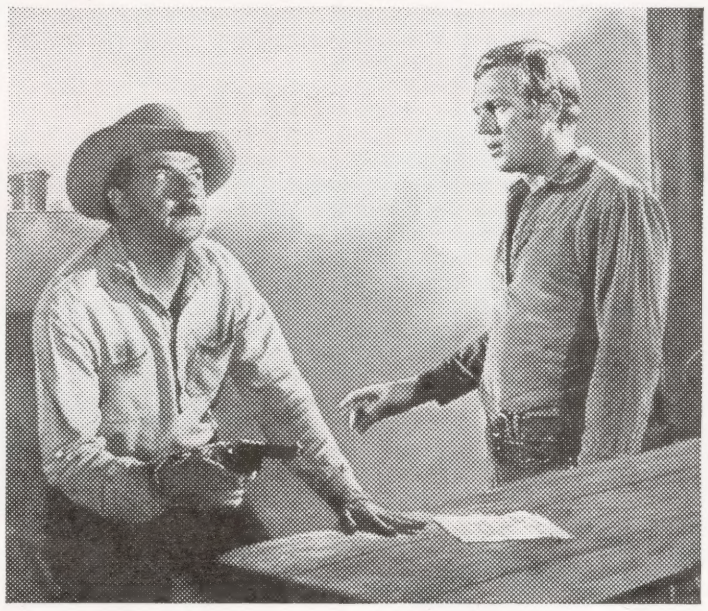
The outstanding actors recruited for their roles in the Panavision-color production include Steve McQueen, in the title role, Karl Malden, Brian Keith, Arthur Kennedy and Suzanne Pleshette. Co-starring are Raf Vallone, Janet Margolin, Pat Hingle, Howard Da Silva and Martin Landau.

Based on the memorable character created by Harold Robbins in "The Carpetbaggers," a best-selling novel and smash-hit film, also a Levine - Paramount offering, "Nevada Smith" is a prologue to the earlier motion picture. It deals with the early years of the fascinating character, played by the late Alan Ladd in the previous film.

The story goes back in time, to the 1890's during California's colorful gold rush days, when young Nevada is a rugged, innocent boy. When he finds his mother and father have been tortured and killed by three vicious killers in the picture's opening scenes, he sets out to track them down.

Motorcyclist Gets a Horse

Although he is famed in real life as a daring motorcyclist and sports car driver, handsome Steve McQueen assays more conservative means for locomotion—a horse—in Joseph E. Levine's "Nevada Smith," a Paramount Pictures release opening ..... at the ..... Theatre in color and Panavision.



Still NS-ART 4 *Mat 2A*

Showdown scene between Karl Malden and Steve McQueen (right) in Joseph E. Levine's epic western "Nevada Smith," based on a character created by Harold Robbins from his best-selling novel "The Carpetbaggers." The Solar Production and Paramount Pictures release opens ..... at the ..... Theatre.

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Suzanne Pleshette Hates Snakes —But Business Is Business

Suzanne Pleshette hates snakes!

But the beautiful star who plays the leading feminine role in Joseph E. Levine's "Nevada Smith," a Paramount Pictures release opening ..... at the ..... Theatre, and which also stars Steve McQueen, Karl Malden, Brian Keith and Arthur Kennedy, and was produced and directed by Henry Hathaway, had to get along with them while making the picture.

In the Panavision and color production, based on the memorable character created by Harold Robbins in "The Carpetbaggers," Suzanne plays a Cajun girl named Pilar. She becomes involved in a torrid romance with Nevada Smith, played by McQueen, and helps him to escape from prison. During their flight, however, she is bitten by a poisonous snake, and dies tragically.

The dark-haired, husky-voiced actress has never had a more difficult —and in some ways, terrifying— assignment in her motion picture career. Her scenes were shot on location in the back bayou country about seventy miles from New Orleans, and in that area there really are poisonous snakes. Several crew members even quit the movie when they witnessed the local reptile community.

It was a very real ordeal for Suzanne, for she has a horror of snakes that she readily admits is almost pathological. Nevertheless, her every step on location was haunted with twigs, roots and even steel cables suddenly transformed into slimy enemies ready to coil about her ankles.

"I can't even bear to look at them," the actress commented on her antipathy to snakes, "I'll never die of snake bite because I would have a coronary occlusion from fear before the venom could ever get into my bloodstream."

Despite her intense panic, the plucky trouper did all of her own stunts for the sequences, including falling into the treacherous swampy water, earning the admiration of her co-stars and the crew.

Perhaps she behaves in such a professional manner because the lovely Miss Pleshette had her acting career in mind ever since she was a child. A native of New York, where her father was Executive Managing Director of the Paramount Theatre in Brooklyn, she attended the High School of Performing Arts and has been acting as long as she can remember.

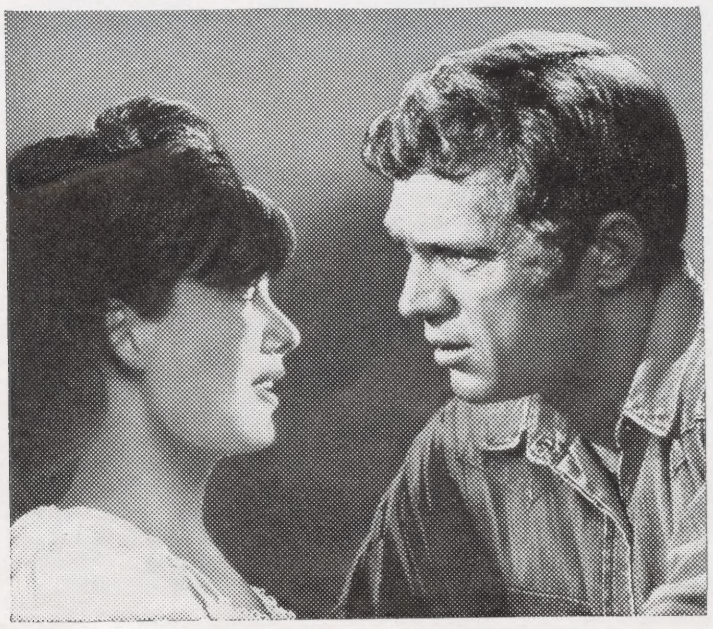
Still NS-ART 5 *Mat 1B*

Suzanne Pleshette, top feminine lead in Joseph E. Levine's "Nevada Smith," based on the character created by Harold Robbins for "The Carpetbaggers," which opens ..... at the.... Theatre under Paramount Pictures release in color and Panavision.

She made her Broadway debut in "Compulsion," and later appeared in "The Cold Wind and The Warm," "The Golden Fleecing," "Two for the See-Saw" and replaced Ann Bancroft as the teacher in "The Miracle Worker."

Since her starring role in the film "Rome Adventure," in 1962, she has been one of Hollywood's busiest performers. Some of her most recent pictures were "The Birds," "A Distant Trumpet," "Fate is the Hunter" and "A Rage To Live." She has also starred in almost every top television show from both New York and Hollywood.

"Nevada Smith," co-starring Raf Vallone, Janet Margolin, Pat Hingle, Howard Da Silva and Martin Landau is from a screenplay by John Michael Hayes based on the Robbins character in "The Carpetbaggers," and has a musical score composed and conducted by Alfred Newman. It is a Solar Production, for which Mr. Levine was executive producer.



Still NS-ART 3 *Mat 2C*

Suzanne Pleshette and Steve McQueen share the love interest in Joseph E. Levine's epic western "Nevada Smith," based on the character created for "The Carpetbaggers" by Harold Robbins which opens ..... at the ..... Theatre in color and Panavision through Paramount Pictures release.

8-Oscar-Winner Penned Music For 'Nevada Smith'

Eight-(count 'em-)-eight Academy Award Winner Alfred Newman, one of the top names in film music, wrote the score and conducted the full symphony orchestra for the background music in Joseph E. Levine's "Nevada Smith," a Solar Production for Paramount Pictures release which opens ..... at the ..... Theatre in color and Panavision.

Newman began accumulating Oscars for his movie music away back in 1936 when he won the high award for his music in "Alexander's Ragtime Band." He has since won the coveted gold figure for his work in among others, "Tin Pan Alley," "Song of Bernadette," "Mother Wore Tights," "With a Song in my Heart" and "Call Me Madame."

"Nevada Smith," termed as in the "High Noon" western tradition, is from a story by John Michael Hayes based on the character created for his "The Carpetbaggers" by Novelist Harold Robbins. Its huge cast includes Steve McQueen in the title role; Karl Malden, Brian Keith, Arthur Kennedy and Suzanne Pleshette. It was produced and directed by Henry Hathaway.

'Carpetbagger's' Nevada Smith Rates Film of Own

If you're one of the millions who were fascinated by the character "Nevada Smith" in Joseph E. Levine's recent "The Carpetbaggers," your place is in the ..... Theatre on ..... next, when a film, written by John Michael Hayes from the character created by novelist Harold Robbins, goes on view.

The new film, Levine's "Nevada Smith," is a Solar Production for Paramount Pictures release in color and Panavision and instead of telling what happened to "Nevada" after "The Carpetbaggers," it devotes itself to telling how he got that way before he is met in "The Carpetbaggers." The film, produced and directed by Henry Hathaway, was lavishly produced and is ranked by many who have seen it in the "High Noon" class of western.

Steve McQueen plays the fascinating "Nevada," and he's starred with Karl Malden, Brian Keith, Arthur Kennedy and Suzanne Pleshette. Co-starred are Raf Vallone, Janet Margolin, Howard Da Silva, Pat Hingle and Martin Landau.

'Nevada Smith' Rides Again

The fascinating "Nevada Smith" of the novel and film hit "The Carpetbaggers," is the hero of Joseph E. Levine's "Nevada Smith," Solar Production for Paramount Pictures release which opens ..... at the ..... Theatre. Based on the creation of Harold Robbins, the new film traces the career of the lone gunslinger before we meet him in "The Carpetbaggers." The exacting role is played by Steve McQueen and the film was produced and directed in the "High Noon" tradition by Henry Hathaway.

Star Brian Keith In Films Despite Himself

In movies in spite of himself!

That's Brian Keith, starring in Joseph E. Levine's "Nevada Smith," Paramount Pictures release opening ..... at the ..... Theatre.

Keith, who ironically had early ambitions to avoid all actors and acting, stars in the Panavision-color production, produced and directed by the distinguished Henry Hathaway, with a brilliant cast which also stars Steve McQueen, Karl Malden, Arthur Kennedy and Suzanne Pleshette.

In the film, written by John Michael Hayes who based it on the memorable character created by Harold Robbins in "The Carpetbaggers," also an outstanding Levine-Paramount screen success, Keith plays Industrialist Jonas Cord, friend and mentor of "Nevada Smith." Cord is the only character, aside from Nevada, who appears in both pictures.

Ruggedly handsome Keith admits his hostility to acting was acquired when he was a small boy. His father was a prominent actor, and his mother an actress.

His resistance to acting continued as he was growing up, but World War II made a marked change in his attitude on the subject. After his discharge, he found that four years in the Marine Corp had not exactly trained him for hum-drum civilian life. So, somewhat reluctantly, he turned to the "family trade," first in radio.

He soon was making so much progress as an actor, that he began to land parts in Broadway shows, and appeared in three long-run hits — "Mr. Roberts," "Darkness at Noon" and "The Moon is Blue."

"Every actor dreams of a long-run play," he explains. "It means security, regular meals, a good table at the best restaurants. Poppycock! To me it was just a treadmill. Slavery. It means you're tied down. Nothing to do every afternoon, can't go anywhere or do anything. You have to keep yourself fresh for the evening show. However, it did one thing for me—I saw more movies than anyone else in New York!"

He is married to the former Judith Landon, at one time an actress-ballerina, and has a five-year old daughter, Mimi; four dogs, three cats, two squirrels and one parrot.

"Nevada Smith," co-starring Raf Vallone, Janet Margolin, Pat Hingle, Howard Da Silva and Martin Landau, was written for the screen by John Michael Hayes. The Solar Production, for which Mr. Levine was executive producer, has a musical score composed and conducted by Alfred Newman.

Still NS-ART 8 *Mat 1B*

Brian Keith is co-starred with Steve McQueen, Karl Malden, Arthur Kennedy and Suzanne Pleshette in Joseph E. Levine's "Nevada Smith," an epic western opening ..... at the ..... Theatre in color and Panavision through Paramount Pictures release.

Harold Robbins— A Success Story Second To None

Two years ago Embassy Picture's Joseph E. Levine made movie history by announcing he had acquired the motion picture rights to a novel by Harold Robbins which hadn't even been written yet!

It was a fine token of the faith of a master showman in a master author. It was not misplaced.

Levine has since acquired five Robbins stories, including the enormously successful "The Carpetbaggers," and out of that 1964 top money-maker has come Levine's forthcoming "Nevada Smith," in color and Panavision, which opens ..... at the ..... Theatre as a Solar Production and Paramount Pictures release.

The character Nevada Smith, as created by Robbins, was one of the fascinating personalities in "The Carpetbaggers" and stirred up so much public interest that the present movie "Nevada Smith" was written around the character by John Michael Hayes *not* as an epilogue but as a prologue to "The Carpetbaggers!" This, it is believed, is another Levine "Famous First."

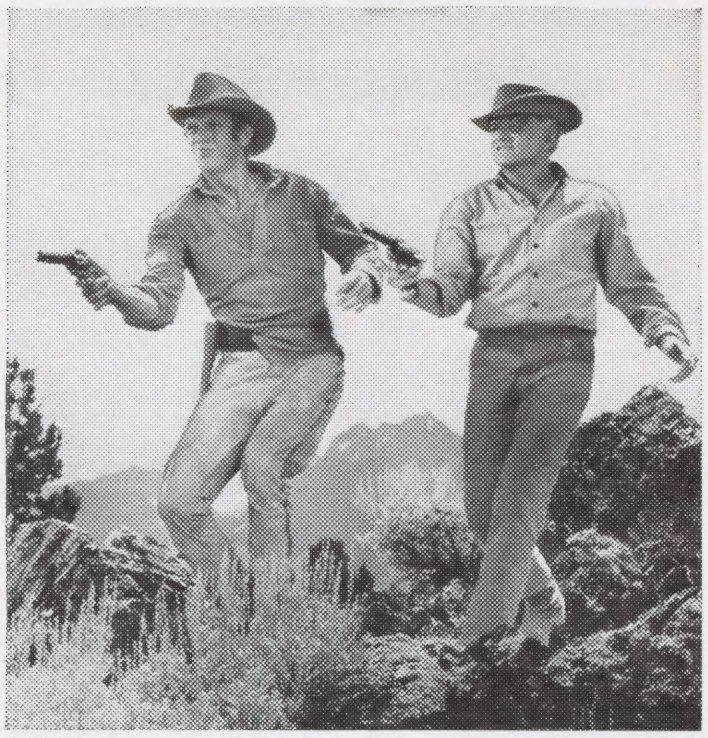
Enormously successful Robbins is a native New Yorker. He quit high school at 15 to become an errand boy, soda jerk, counterman, bookie's runner and ice cream vender at Coney Island. By the age of 19 however, he had a food factoring business of his own. But when it went bankrupt, he got a job at $15-a-week with a movie company. In time he became that company's Executive Director for Budget Planning, having the final say-so on the expenditure of $40,000,000 a year.

But, he felt, that was not the job he wanted. He tried writing in his spare time and his first novel "Never Love a Stranger" was an immediate and unqualified success.

"The Dream Merchants," "A Stone for Danny Fisher," "79 Park Avenue" and "The Carpetbaggers" followed. None sold less than 2,000,000 copies and some have sold 6,000,000. All are among the best-sellers in 18 countries. This places Robbins among the world's most successful writers of popular fiction of all time.

Although he has tried his hand at movie making successfully, Robbins found it not to his liking. He has devoted all his time since 1959 to writing on his farm outside of Norwalk, Connecticut.

The role of "Nevada Smith" is played by Steve McQueen. Also in its cast are Karl Malden, Brian Keith, Arthur Kennedy and Suzanne Pleshette.



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Brian Keith and Steve McQueen are co-starred in Joseph E. Levine's epic western "Nevada Smith," based on the character created for "The Carpetbaggers" by Harold Robbins. The Solar Production and Paramount Pictures release opens.....at the ..... Theatre in color and Panavision.

'Nevada Smith' Role a Natural For Rugged Steve McQueen

Steve McQueen, who stars in the title role of Joseph E. Levine's "Nevada Smith," a Solar Production released by Paramount Pictures and also starring Karl Malden, Brian Keith, Arthur Kennedy and Suzanne Pleshette, which opens.....at the ..... Theatre, has had a personal background as colorful as that of the young rebels he plays so brilliantly on the screen.

The handsome star's dynamic personality is again revealed in his equally dynamic portrayal of the memorable character created by Harold Robbins in the best-seller and hit film, "The Carpetbaggers." In the new film, produced and directed by Henry Hathaway under Mr. Levine's executive-producership, the story goes backwards in time, and shows Nevada Smith as a young man. He is seen long before his entrance into Hollywood and a motion picture career, as a young and innocent kid in the old West, who devotes his life to a long and dangerous pursuit of the killers of his parents.

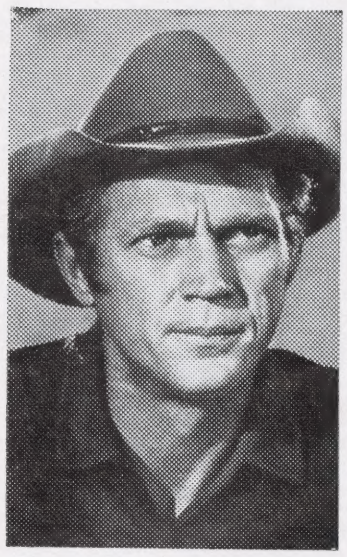
The role in the Panavision-color production is a natural for McQueen, for he strongly prefers to play the kind of rugged, independent character to which he himself is so close. A rebel at an early age, as Steve himself puts it, "I left Slater, Missouri when I was sixteen. Everyone knew me by my first name. I was in a lot of trouble there. I never did want to work very hard."

He may not have wanted to work hard, but he certainly tried a variety of occupations, and roamed all over the country and even into South America in quest of "something." His restless spirit took him to the oil fields of Texas, a lumber camp in Canada, a stint as a huckster with a carnival, and finally, the U. S. Marine Corps.

The idea of an acting career never even occurred to the active young man, until after his discharge from the service when he wound up living in New York's Greenwich Village. There he met artists and actors and people who encouraged him to try acting as a career. This turned out to be the one thing he connected with immediately.

Steve has been married since 1956 to Neile Adams, and they have two children, a daughter, Terry Leslie, and a son, Chad. The lovely Miss Adams is a talented actress-singer-dancer, who met her husband in New York when she was appearing on Broadway in "Pajama Game." She is constantly beseiged by motion picture and television offers, and her Hollywood debut was in MGM's film version of "This Could Be The Night."

"Nevada Smith," with a screenplay by John Michael Hayes based on the character created by Robbins for "The Carpetbaggers," co-stars Raf Vallone, Janet Margolin, Pat Hingle, Howard Da Silva and Martin Landau and has a musical score composed and conducted by Alfred Newman.



Still NS-ART 6 *Mat 1A*

Steve McQueen as "Nevada Smith," creation of Harold Robbins for his "Carpetbaggers," hero and prototype of Joseph E. Levine's "Nevada Smith," opening ..... at the ..... Theatre under Paramount Pictures release.

Hingle Role In 'Nevada Smith' First Since Fall

Fans of movie actor Pat Hingle—and they are legion—will be glad to know that he's back in pictures after an accident which nearly proved fatal.

The handsome star will appear in support of Steve McQueen, Karl Malden, Brian Keith, Arthur Kennedy and Suzanne Pleshette in Joseph E. Levine's "Nevada Smith," a western drama in the "High Noon" tradition which opens ..... at the ..... Theatre. The Solar Production for Paramount Pictures release is in color and Panavision and was written for the screen by John Michael Hayes based on the character "Nevada Smith" created by novelist Harold Robbins for his best-seller and hit movie "The Carpetbaggers."

Hingle almost lost his life and spent many months recuperating in the hospital as the result of a fall down the elevator shaft in his New York apartment home. The door had been left open by workmen repairing the elevator. The new film, in which he is co-starred with Raf Vallone, Janet Margolin, Howard Da Silva and Martin Landau, is his first picture since, although he has played a role on the Broadway stage.

Hathaway Gives Find Malden Big Role in 'Nevada Smith'

It was only fitting and appropriate that Karl Malden should be signed by producer-director Henry Hathaway for one of the top starring roles in Joseph E. Levine's "Nevada Smith," also starring Steve McQueen, the Paramount Pictures release and Suzanne Pleshette which Brian Keith, Arthur Kennedy opens ..... at the ..... Theatre.

For it was Hathaway, several years ago, who selected the struggling, unknown New York actor for his film debut in "Fourteen Hours."

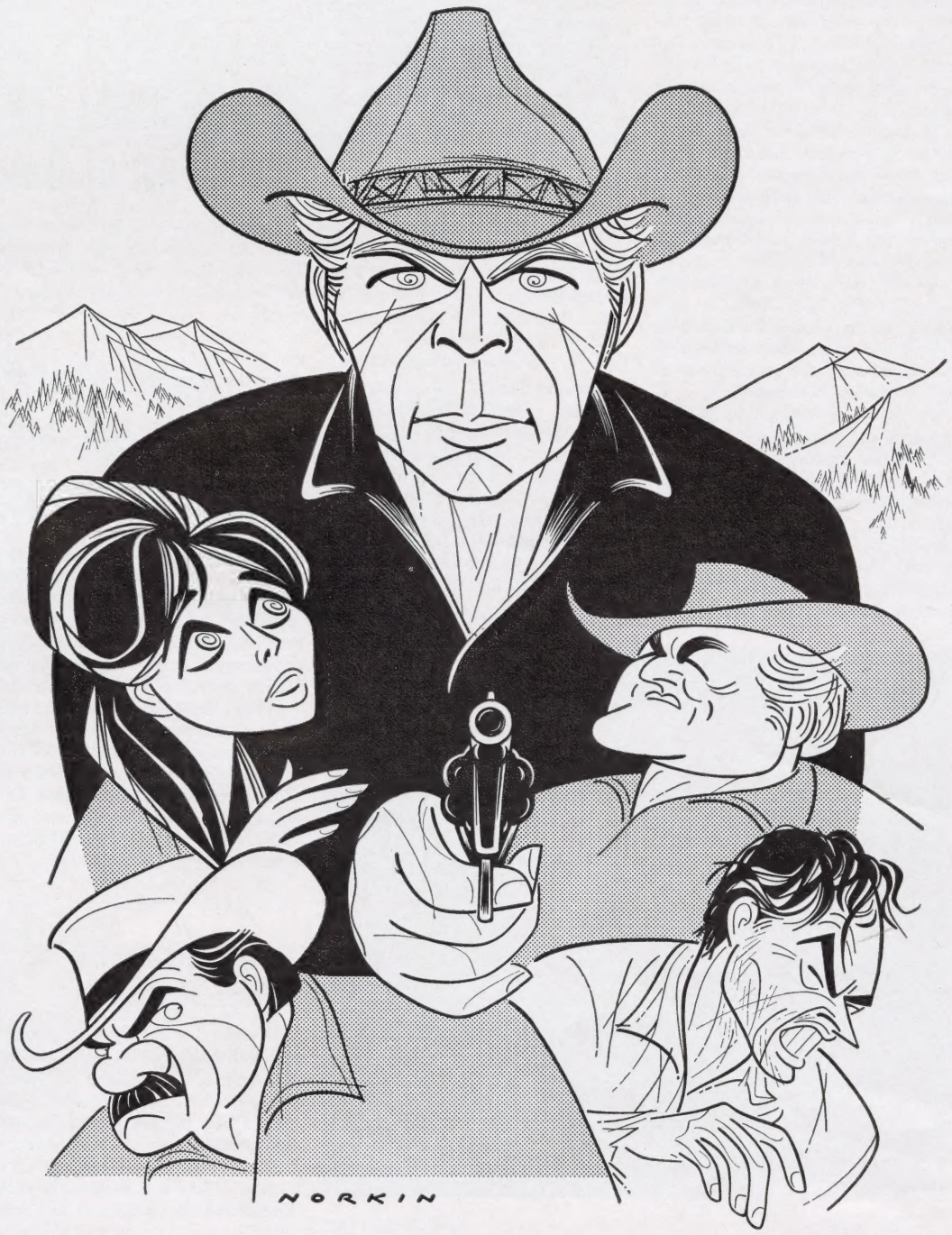
In the intervening years Malden has become known as an "actor's actor," with a score of hit Broadway plays under his belt and an Oscar on his mantle to prove it. In spite of his hefty six-foot-two frame and distinctive features, he is recognized for his ability to assimilate a wide range of characters, and make them believable, whether comedy or drama.

Malden, who portrays the leader of a trio of vicious killers in the Panavision-color western, was born Mladen Sekulovich in Gary, Indiana on March 22. He was a star basketball and baseball player at Emerson High School, winning an athletic scholarship to Arkansas State Teachers' College. However, after his first year, unable to make ends meet in college, he returned to his home town and the steel mills. With a desire to do something bigger in life, he soon quit, and turned to dramatics at Chicago's Goodman Art Institute, playing pro basketball at nights to pay the tuition.

Malden was the first person to be signed by Marlon Brando for that actor's production, "One-Eyed Jacks." The two first worked together in "Truckline Cafe," then co-starred in "Streetcar Named Desire," which won Karl his Oscar, and later in "On The Waterfront."

On Broadway, Karl's other notable hits include "Key Largo," "Flight to the West," "Missouri Legend," "Uncle Harry," "Counter Attack," "Sons and Soldiers," "The Assassin," "Desire Under the Elms" and "The Desperate Hours."

"Nevada Smith," a Solar Production in color and Panavision, and based on the memorable character created by Harold Robbins in "The Carpetbaggers," co-stars Raf Vallone, Janet Margolin, Pat Hingle, Howard Da Silva and Martin Landau. The screenplay is by John Michael Hayes.



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Steve McQueen as "Nevada Smith," famed western character created by Harold Robbins for "The Carpetbaggers" who merits a picture of his own in Joseph E. Levine's "Nevada Smith," a Paramount Pictures release which opens ..... at the..... Theatre, as seen by Hollywood Caricaturist Sam Norkin. Co-starring in the color and Panavision spectacular are Karl Malden, Brian Keith, Arthur Kennedy and Suzanne Pleshette.

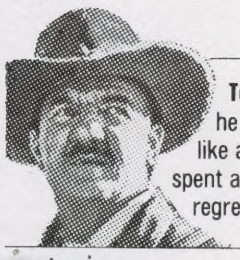
Now a name...soon a legend.

JOSEPH E. LEVINE
presents

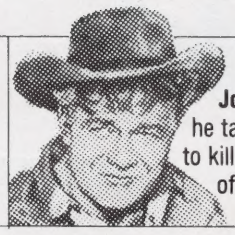
STEVE McQUEEN
KARL MALDEN
ARTHUR KENNEDY
BRIAN KEITH
and **SUZANNE PLESHETTE**
in

"NEVADA SMITH"

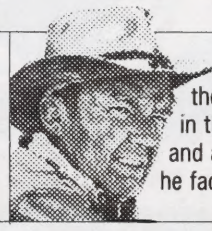
COLOR • PANAVISION®



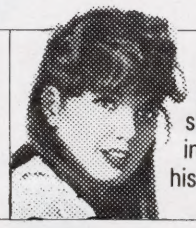
Tom Fitch, he treated Nevada like a kid—and spent a running lifetime regretting it!



Jonas Cord, he taught Nevada how to kill...then got out of the way!



Bowdre, the bravest man in the world with a gun—and a coward when he faces one!



Pilar, she found Nevada in jail and he loved his way out!

co-starring
RAF VALLONE • JANET MARGOLIN • HOWARD DA SILVA • PAT HINGLE and **MARTIN LANDAU**

screen story and screenplay by **JOHN MICHAEL HAYES** • based on the character in "The Carpetbaggers" created by **HAROLD ROBBINS** • executive producer **JOSEPH E. LEVINE** • produced and directed by **HENRY HATHAWAY** • music— **ALFRED NEWMAN**

A SOLAR PRODUCTION
A PARAMOUNT PICTURE

THEATRE

5 Cols. x 200 lines (1000 lines)

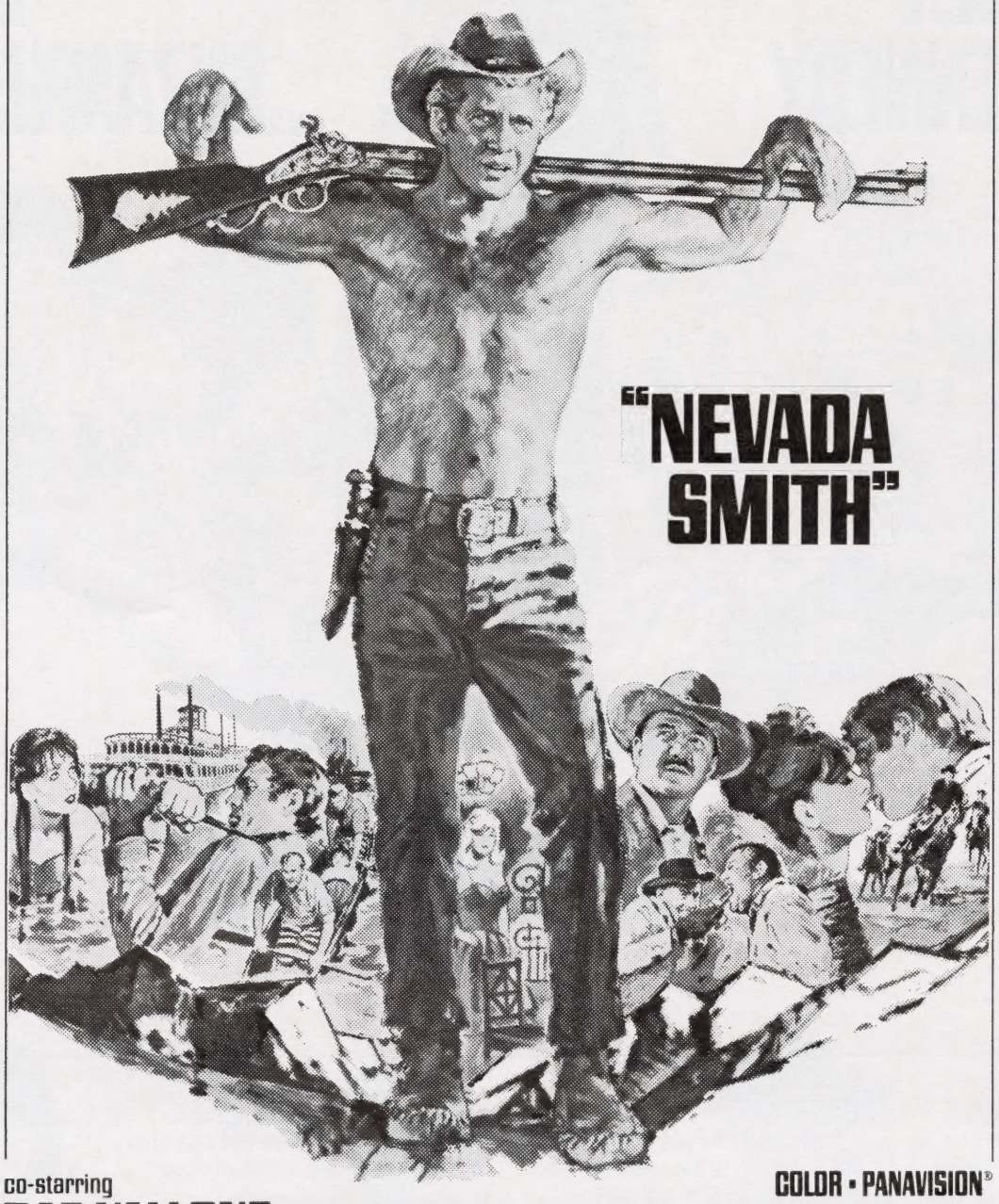
Mat 502

Now a name...

JOSEPH E. LEVINE
presents

STEVE McQUEEN

KARL MALDEN · BRIAN KEITH
ARTHUR KENNEDY
and SUZANNE PLESHETTE in



co-starring

COLOR · PANAVISION®

RAF VALLONE · JANET MARGOLIN
HOWARD DA SILVA · PAT HINGLE
and MARTIN LANDAU

screen story and screenplay by
JOHN MICHAEL HAYES

based on the character in 'The Carpetbaggers' created by
HAROLD ROBBINS

executive producer
JOSEPH E. LEVINE

produced and directed by
HENRY HATHAWAY

music –
ALFRED NEWMAN

A SOLAR PRODUCTION · A PARAMOUNT PICTURE

THEATRE

3 Cols. x 200 lines (600 lines)

Mat 301

Now a name...soon a legend.

JOSEPH E. LEVINE
presents

STEVE McQUEEN
KARL MALDEN
BRIAN KEITH
ARTHUR KENNEDY
and **SUZANNE PLESHETTE** in

"NEVADA SMITH"

co-starring
RAF VALLONE · **JANET MARGOLIN**
HOWARD DA SILVA · **PAT HINGLE**
and **MARTIN LANDAU**

based on the character in 'The Carpetbaggers' created by
HAROLD ROBBINS

screen story and screenplay by
JOHN MICHAEL HAYES

executive producer
JOSEPH E. LEVINE

produced and directed by
HENRY HATHAWAY

music –
ALFRED NEWMAN

A SOLAR PRODUCTION · A PARAMOUNT PICTURE

COLOR
PANAVISION®

THEATRE

name...soon a legend.

Some called him savage–
and some called him saint...
some felt his hate–
and one found his love...
some had to run–
and three had to die...
and there never
was another
like Nevada Smith!

JOSEPH E. LEVINE
presents

STEVE McQUEEN
KARL MALDEN
BRIAN KEITH
ARTHUR KENNEDY
and **SUZANNE PLESHETTE** in

"NEVADA SMITH"

Tom Fitch, he treated Nevada like a kid – and spent a running lifetime regretting it!

Jonas Cord, he taught Nevada how to kill ... then got out of the way!

Bowdre, the bravest man in the world with a gun – and a coward when he faces one!

Pilar, she found Nevada in jail and he loved his way out!

COLOR • PANAVISION®

co-starring
RAF VALLONE • JANET MARGOLIN • HOWARD DA SILVA • PAT HINGLE and **MARTIN LANDAU**

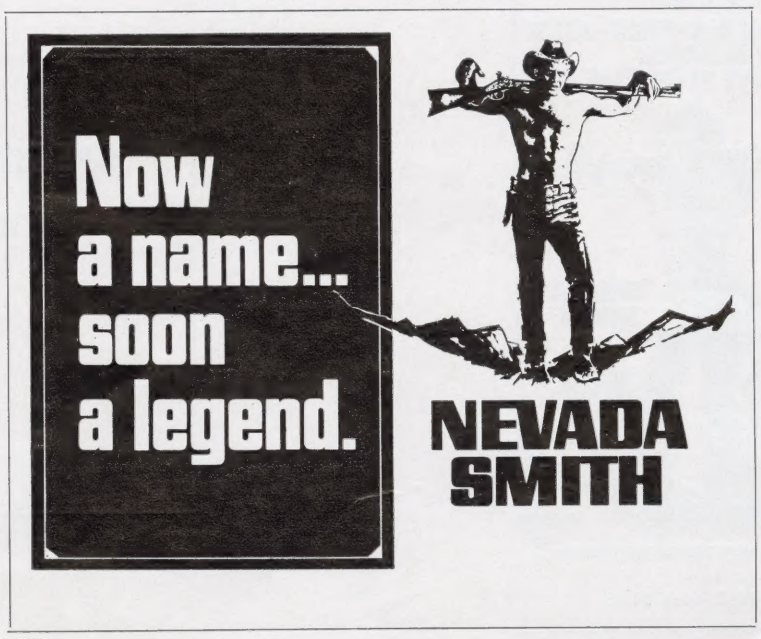
screen story and screenplay by **JOHN MICHAEL HAYES** • based on the character in "The Carpetbaggers" created by **HAROLD ROBBINS** • executive producer **JOSEPH E. LEVINE** • produced and directed by **HENRY HATHAWAY** • music – **ALFRED NEWMAN**

A SOLAR PRODUCTION
A PARAMOUNT PICTURE

THEATRE

4 Cols. x 105 lines (420 lines)

TEASERS



3 Cols. x 100 lines (300 lines)

Mat 302

THEATRE

1 Col. x 55 lines (55 lines)
Mat 102

SPECIAL COMPOSITE MAT NO. 1

AVAILABLE BUT NOT ILLUSTRATED
CONSISTS OF ADS:
203, 202, 201, 102 and 101
SCENE MATS
2A, 2C and 1A

THEA

2 Cols. x 125 lines (250 lines)

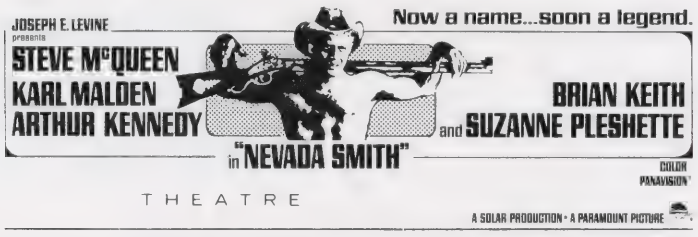
THEATRE

2 Cols. x 28 lines (56 lines) Mat 202

quiries on this procedure, ...
untarily subscribed to by the major motion picture companies, may be addressed to: Advertising Code Administrator, Motion Picture Association of America, 522 Fifth Ave., N. Y. 36, N. Y.

THEATRE

2 Cols. x 50 lines (100 lines) Mat 203



THEATRE

2 Cols. x 14 lines (28 lines) Mat 201

1 Col. x 14 lines (14 lines)

Mat 101

2 Cols. x 75 lines (150 lines) Mat 204

ADVERTISING BILLING

JOSEPH E. LEVINE 50%

Presents

STEVE McQUEEN 100% ht. & wdth of title on separate line

KARL MALDEN
BRIAN KEITH
ARTHUR KENNEDY
and
SUZANNE PLESHETTE
100% ht. & wdth of McQueen

in

NEVADA SMITH 100%

Co-starring
RAF VALLONE 75% ht. & wdth of McQueen in U. S. 100% ht. & wdth of McQueen balance of world

JANET MARGOLIN
HOWARD DA SILVA
PAT HINGLE
50% ht. & wdth of McQueen

and
MARTIN LANDAU 75% ht. & wdth of McQueen

Screen Story and Screenplay
by
John Michael Hayes 50%

Based on the character in "THE CARPETBAGGERS"
created by HAROLD ROBBINS 50%

Executive Producer
JOSEPH E. LEVINE 50%

Produced and Directed by
HENRY HATHAWAY 50%

MUSIC — ALFRED NEWMAN

COLOR PANAVISION® 25%

A Solar Production

A Paramount Picture

THE CAST

Nevada Smith	STEVE McQUEEN
Tom Fitch	KARL MALDEN
Jonas Cord	BRIAN KEITH
Bill Bowdre	ARTHUR KENNEDY
Pilar	SUZANNE PLESHETTE
Father Zaccardi	RAF VALLONE
Neesa	JANET MARGOLIN
Warden	HOWARD DA SILVA
Big Foot	PAT HINGLE
Jesse Coe	MARTIN LANDAU

CREDITS

Produced and Directed by	HENRY HATHAWAY
Executive Producer	JOSEPH E. LEVINE
Based on the character in "The Carpetbaggers" created by	HAROLD ROBBINS
Story and Screenplay by	JOHN MICHAEL HAYES
Director of Photography	LUCIEN BALLARD
Music by	ALFRED NEWMAN
Art Directors	HAL PEREIRA, TAMBI LARSEN
Production Manager	FRANK CAFFEY
Unit Production Managers	HOWARD ROESSEL HERBIE COLEMAN HOWARD JOSLIN
Assistant Directors	DANNY McCAULEY, JOSEPH LENZI
Set Decorator	BOB BENTON
Wardrobe	FRANK BEETSON, JR.
Special Effects	GEORGE C. THOMPSON
Hairdresser	GERTRUDE READE
Make-up	DEL ACEVEDO
Properties	FRANK A. WADE

SYNOPSIS

(Not for publication)

The Time is around 1890, an era when the West was flexing its boisterous and sometimes bawdy muscles. Life, however, is simple and uncomplicated for Max Sand (STEVE McQUEEN), son of a white father and an Indian mother. Naive, lean and wiry, Max knows little of the world other than the desert and mountains in which he has been raised.

His education begins when three gunslingers — Tom Fitch (KARL MALDEN), Bill Bowdre (ARTHUR KENNEDY) and Jesse Coe (MARTIN LANDAU)— torture and kill his parents. Max discovers the mutilated bodies, and sets fire to the family shack, the flames and smoke of the funeral pyre burning into his memory.

Then, with a horse, rifle and eight dollars, he sets out to track down the killers.

The second step in his education comes in a chance meeting with Jonas Cord (BRIAN KEITH), traveling gunsmith and ammunition maker. Cord is amazed at the young man's ignorance, but befriends him. When his efforts to dissuade Max from his mission fail, Cord teaches him how to handle a gun, briefing him in the wiles and tricks of the professional killers.

Max's quest takes him from one dirty town to another, in and out of saloons and dance halls. He finally catches one of the killers, Coe, and disposes of him in a brutal knife fight. Cut and slashed, Max is nursed back to health by a young Kiowa girl, Neesa (JANET MARGOLIN).

Max learns that another of the killers, Bowdre, is doing time in a Louisiana prison, and fakes a hold-up in order to be jailed. In prison, he meets the killer, feigns friendship, and the two plan to escape. With the help of an amorous Cajun girl, Pilar (SUZANNE PLESHETTE), they elude the guards and escape through the swamps. At the last moment, just as they reach freedom, Max reveals his identity and guns Bowdre down. During their flight, however, Pilar is bitten by a snake and tragically dies.

The weeks stretch into months, and it is now five years, many whiskies and tank town jails since Max began his search. In the process, as seen in the "Wanted" poster for his arrest, Max has taken the law into his own hands. The Max Sand sipping bourbon for breakfast after a hard night at the card table, is not the naive young man who watched his parents' funeral pyre.

One night, after he is left for dead by a gang of hoodlums, Max is saved and cared for by a mission priest (RAF VALLONE). The priest pleads with him to give up his vendetta, but his words fall on deaf ears.

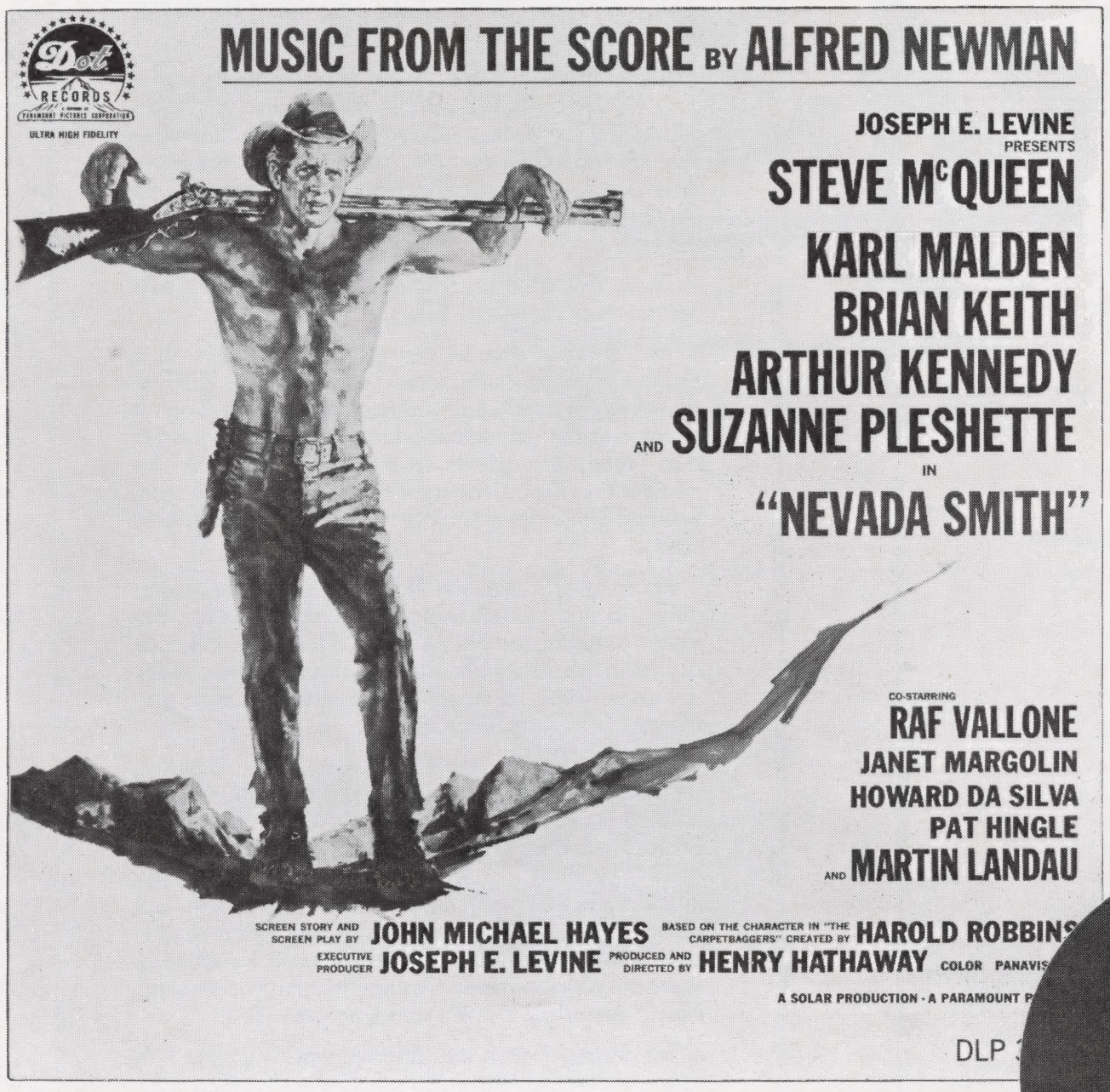
Max finally catches up with the third and last killer, Fitch, a man who has been living with progressively growing fears. In the showdown, after blasting the gun out of his victim's hand, Max shoots him in one leg. Then in the other leg.

But something has happened to the blood lust. In disgust, as much at himself as at the killer, Max turns away, rides off to find Jonas Cord and the job Cord promised him.

And in a complete break with the past, Max Sand throws away his guns—and his identity. From that time on, remembering an alias he once used, he is Nevada Smith.

EXPLOITATION

Smash Dot Record Album and Instrumental Single



Alfred Newman, one of today's leading composer-conductors, and winner of eight Academy-Awards, has recorded his exciting 'Nevada Smith' score as an LP Soundtrack Album, along with a 45 RPM instrumental single of the "Theme From 'Nevada Smith'," both on the Dot label.

Put These Two Great Record Hits to Work For You...

- Arrange with your local Dot Record distributor for window and counter displays in record shops and department stores, backing the displays with the vibrant stills and posters from the picture.
- Contact local DJ's and be sure they are supplied with copies of the album and singles.
- Play the music in your auditorium during intermission and out front over your PA system before and during the engagement.
- Offer copies of the LP and single as prizes in local merchant contests.

Two-Color Tabloid Herald

Spark your boxoffice with this exciting four-page herald. Its got plenty of space for theatre imprint and local merchant tie-ins. Rush your order to:

HARRY K. McWILLIAMS & ASSOCIATES
405 Broome Street, New York 10013 • 212—CAnal 6-3335

$7.00 PER THOUSAND (F.O.B. PLANT)
YOUR IMPRINT ON BACK COVER

Check or Money Order must accompany order.
All shipments made freight collect.
For Faster Service Telephone 212—CAnal 6-3335

IMPRINTING
This cost in addition to cost of heralds. 4 lines of type 4" long each.
Extra copy 40¢ a 4" line
First 1,000 $5.00
Added thousands
$3.00 per 1,000
Over 5,000
$3.00 per 1,000

Sparkling Full-Color Art Stills

A vivid set of twelve 8" x 10" full color art stills has been specially selected to help you promote your "Nevada Smith" playdate. They highlight the picture's spectacular color scenes and will greatly enhance your displays and merchant tie-ups. Order from

NATIONAL SCREEN SERVICE *(See coupon on back page)*

Flags and Banners!

SECTIONAL VALANCE
Any iength (minimum order 10 ft.)
Running foot .....$ 1.65

SPECIAL 3-PIECE STREAMER
15 feet long, strung together
Complete streamer $16.50

FLAG WALL BANNER (9' x 12')
Single faced .....$ 75.00
Double faced $130.00

AUTO BUMPER BANNERS $1 each
(minimum order—15 pieces)

USHERS BADGES 40 Cents each.

ORDER ALL THIS MATERIAL FROM YOUR LOCAL
NATIONAL SCREEN EXCHANGE
In Canada, place orders with **THEATRE POSTER SERVICE**
227 Victoria Street, Toronto, Canada
Manufactured by National Flag & Display Co.

Deluxe Hi-Rise Standee

It's new...it's dramatic...it's custom-designed and tailor-made for "Nevada Smith." An eye-catcher as a standee or as a wall hanger where floor space is limited, this exciting full-color standee has a thousand-and-one different uses!

The standee, ready to go up and do business is priced at $9.95. The re-useable extension pole is an additional $1.50. Order from

NATIONAL SCREEN SERVICE *(See coupon on back page)*

Full-Color Production Trailer

ACTION—fast, western action, centering around as colorful and fascinating a character as ever stepped out of the pages of a book!

Whether audiences have met Nevada Smith before in "The Carpetbaggers" or not, they're going to want to meet him after seeing this trailer!

For action at the boxoffice, put this trailer to work on your screen at least two to three weeks in advance of your playdate. Order from

NATIONAL SCREEN SERVICE *(See coupon on back page)*

Ticket-Selling Teaser Trailer

This power-packed seat-seller does just what it should...it teases with a capital 'T'! Use it in advance of the regular trailer and start the word-of-mouth flowing early! Order FREE from your

PARAMOUNT MERCHANDISING REPRESENTATIVE *(See coupon on back page)*

Action-Packed TV Spots

Powerful, provocative and filled with lightning-fast excitement, these spots have been specially prepared to add solid selling impact to your campaign. Available FREE in lengths of 20 and 60 seconds. Order from your

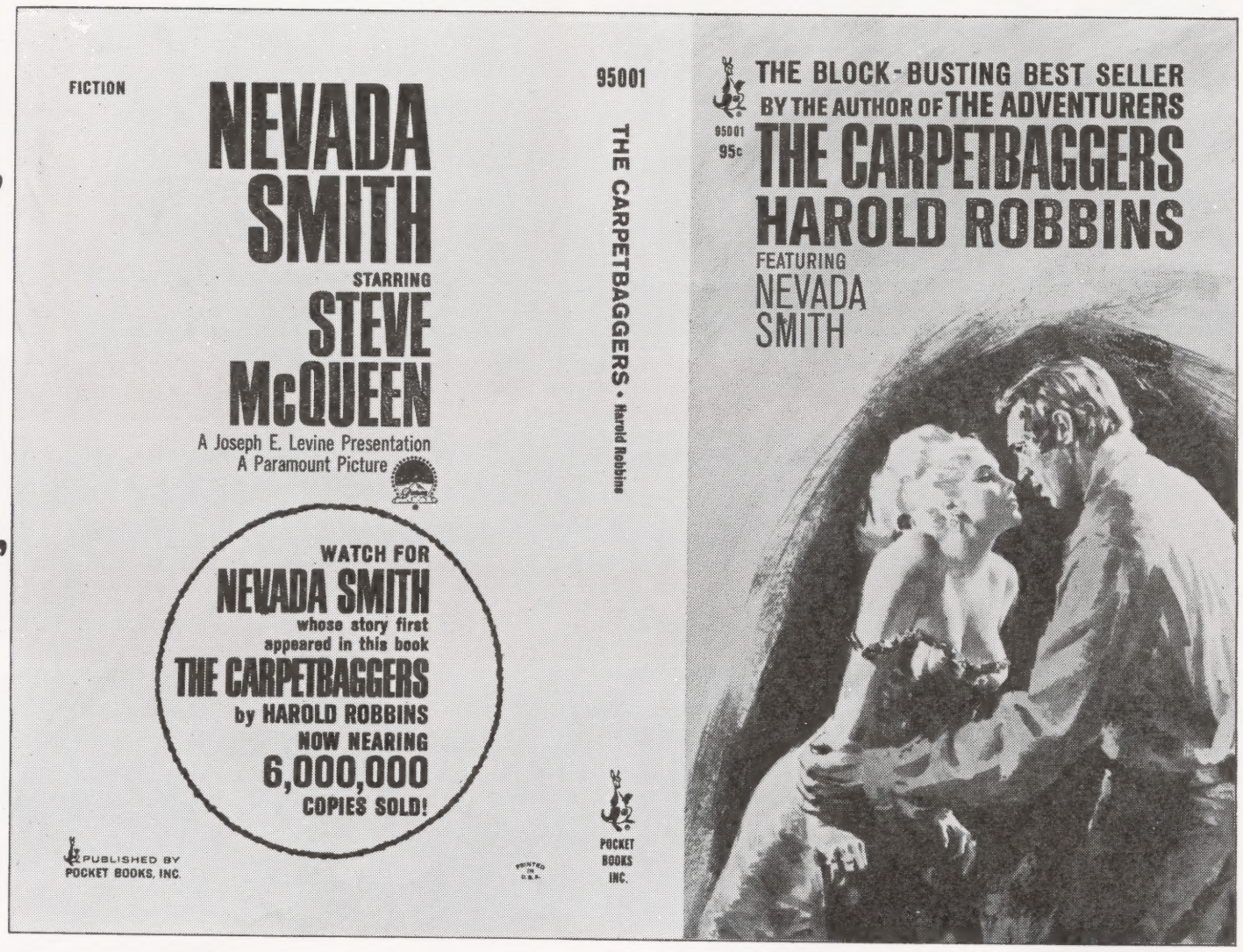
PARAMOUNT MERCHANDISING REPRESENTATIVE *(See coupon on back page)*

Dynamic Radio Spots

Capture radio listeners everywhere via this excitement-packed set of dynamic radio spots! Available on one disc in lengths that vary from a few seconds to a full minute, these spots are yours FREE! Order from your

PARAMOUNT MERCHANDISING REPRESENTATIVE *(See coupon on back page)*

One Million "Carpetbaggers" Paperbacks Pre-Tell and Pre-Sell "Nevada Smith!"



"The Carpetbaggers"... one of the all-time best-selling pocket books ever published, is once again hitting book counters and newsstands across the country **with front and back cover credits for "Nevada Smith!"**

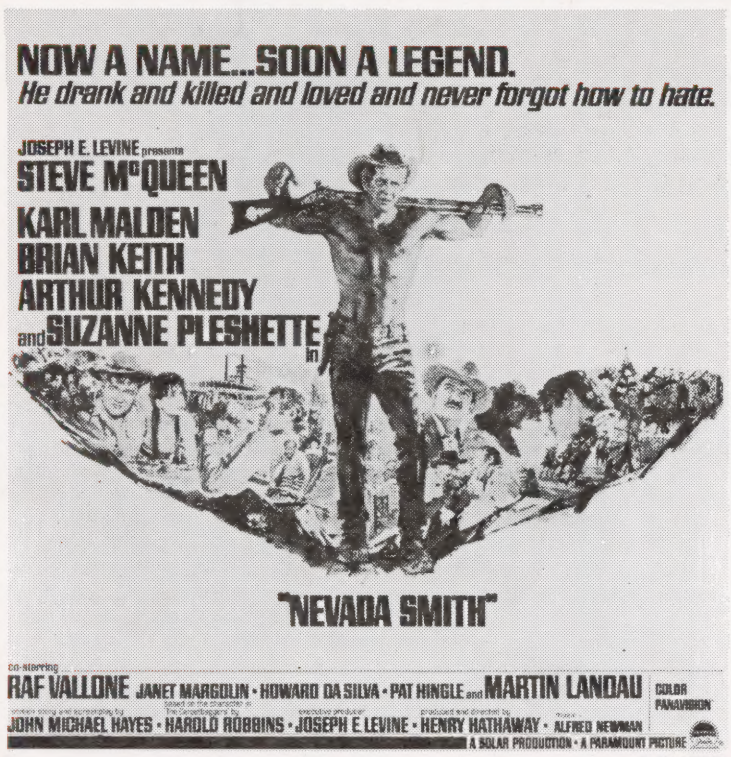
Pocket Books has gone all out with window banners, rack cards, counter displays, kleen-stick window snipes and fifty-copy dump displays, to insure that every moviegoer in your area knows about the greatest of the "Carpetbagger" characters..."Nevada Smith!"

Contact the Pocket Books distributor in your area and arrange for window and in-store displays in book stores, department stores, stationery stores, drug stores, and any other spots where pocket books are sold. Be sure to include posters and stills from the picture in the display.

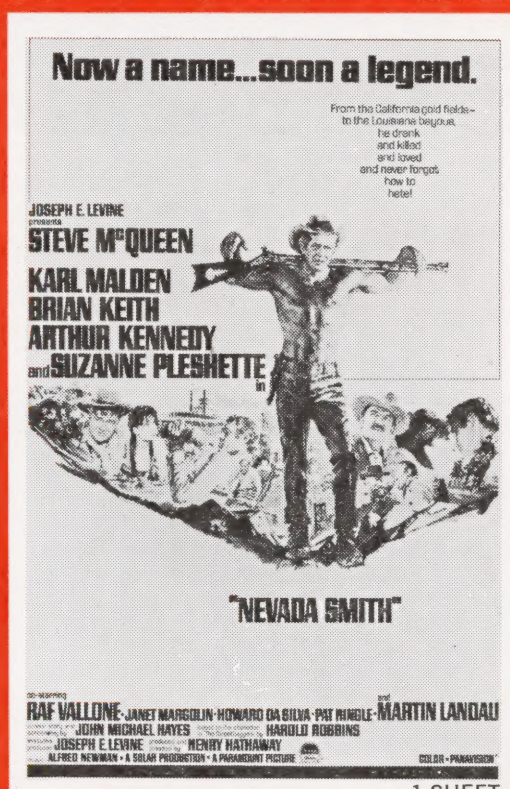
POSTERS AND LOBBIES

24-SHEET

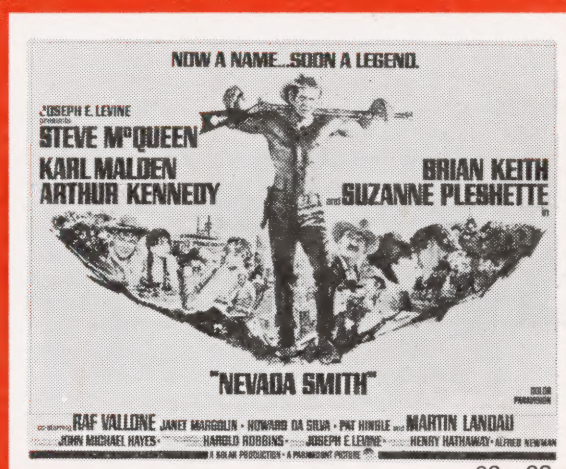
3-SHEET



6-SHEET



1-SHEET



22 x 28

ALSO AVAILABLE (not illustrated) SET OF EIGHT 11 x 14's • WINDOW CARD • 14 x 36 INSERT CARD
30 x 40 POSTER • 40 x 60 POSTER • SET OF TWELVE 8 x 10 COLOR STILLS

Order from National Screen Service (See Coupon Below)

FOR EASE IN ORDERING CLIP ORDER BLANK AND PASTE ON POST CARD

"NEVADA SMITH" Order Blank

To: PARAMOUNT FIELD ADVERTISING AND PUBLICITY DEPARTMENT
1501 Broadway, New York, N. Y. 10036

Note: In Canada order from your local Paramount Branch

Date_____

Please send the following material on "NEVADA SMITH"

_____sets of FREE Radio Spots (to be used on station_____)

_____sets of FREE TV Trailers (to be used on station_____)

_____Telop Cards FREE

Theatre _____ Playdate _____

City _____ State _____

"NEVADA SMITH" Order Blank

To: NATIONAL SCREEN SERVICE CORPORATION

_____

_____

IMPORTANT! *Fill in your local NSS branch address*

Please send the following advertising accessories for "NEVADA SMITH" in addition to my normal standing order.

• FOR MY BILLBOARD POSTING CAMPAIGN AND MOUNTED CUT-OUT PURPOSES

_____One Sheets
_____Three Sheets
_____Six Sheets
_____Twenty-Four Sheets
_____40 x 60 Poster
_____30 x 40 Poster
_____Deluxe Hi-Rise Standee

• FOR AWAY-FROM-THEATRE ADVERTISING

_____14 x 22 Window Cards
_____Sets of 11 x 14 Photos
_____22 x 28 photo
_____14 x 36 Insert Cards
_____B & W Stills (B set)
_____Set of 12 Color Stills

• FOR MY NEWSPAPER ADVERTISING CAMPAIGN

Scene Mats, Nos._____
1 Col. Mats, Nos._____
2 Col. Mats, Nos._____
3 Col. Mats, Nos._____
4 Col. Mats, Nos._____
5 Col. Mats, Nos._____

Special #1_____

Theatre _____ Playdate _____

City _____ State _____

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